



Six Years Later... Successes and Continued Challenges to Pesticide Safety Education Program Funding

Presentation
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A Long-Time Challenge

The supporting infrastructure is shrinking...

“In reality, the quality of the **Pesticide Safety Education Program** is being impacted by the funding challenges of a group of associated entities that are critical to synergizing its impacts – the ***State Lead Agencies*** that enforce the law, the ***universities*** that provide indirect support, the ***state extension services*** that develop PSEP educational content and deliver the program, and the **county agent system** that maintains a county-level presence for anyone (rural or urban) who has questions relative to pesticide use, safety, and stewardship.”

Source: The Precarious State of the Pesticide Safety Education Program, **Weed Science Society of America**, Sept. 2011

National Stakeholder Team for PSEP Funding

Members from 100 Organizations

Federal Government

Environmental Protection Agency
USDA National Institute of Food and Agriculture
USDA ARS Office of Pest Management Policy

Associations

Agricultural Retailers Association
American Association of Pesticide Safety Educators
American Farm Bureau Federation
American Mosquito Control Association
Association of American Pesticide Control Officials
Association of Public and Land Grant Universities
Association of Structural Pest Control Regulatory Officials
Council of Producers and Distributors of Agrotechnology
CropLife America
Florida Fruit and Vegetable Association
National Agricultural Aviation Association
National Association of Conservation Districts
National Association of County Agricultural Agents
National Association of Landscape Professionals
National Association of State Departments of Agriculture
National Corn Growers Association
National Pest Management Association
New Jersey Green Industry Council

State Lead Agencies

Alabama Department of Agriculture and Industries
Arizona Department of Agriculture
Clemson University Department of Pesticide Regulation
Delaware Department of Agriculture
Idaho State Department of Agriculture
Louisiana Department of Agriculture & Forestry
Michigan Department of Agriculture
Minnesota Department of Agriculture
Mississippi Department of Agriculture and Commerce
Missouri Department of Agriculture
Montana Department of Agriculture
Nevada Department of Agriculture
New Jersey Department of Environmental Protection
New Mexico Department of Agriculture
North Carolina Department of Agriculture & Consumer Services
Office of the Indiana State Chemist
Oregon Department of Agriculture
Tennessee Department of Agriculture
Texas Department of Agriculture
Virginia Department of Agriculture and Consumer Services
West Virginia Department of Agriculture

National Stakeholder Team for PSEP Funding

Members (contd.)

Land-Grant University Pesticide Safety Education Programs

Auburn University	University of Connecticut
Clemson University	University of Delaware
Colorado State University	University of Florida
Cornell University	University of Georgia
Iowa State University	University of Idaho
Kansas State University	University of Illinois
Louisiana State University	University of Kentucky
Michigan State University	University of Maine
Mississippi State University	University of Maryland
Montana State University	University of Massachusetts
New Mexico State University	University of Minnesota
North Carolina State University	University of Missouri
Ohio State University	University of Nebraska
Oklahoma State University	University of Nevada
Oregon State University	University of New Hampshire
Penn State University	University of Rhode Island
Purdue University	University of Tennessee
Rutgers University	University of Vermont
South Dakota State University	University of Wisconsin
Texas A&M University	University of Wyoming
University of Alaska	Utah State University
University of Arizona	Virginia Tech
University of California	West Virginia University

Professional Societies

American Phytopathological Society
Certified Crop Advisors of the
American Society of Agronomy and
Soil Science Society of America
Entomological Society of America
Weed Science Society of America

Pesticide Registrants

BASF Corporation
Bayer CropScience
Corteva Agriscience
PBI-Gordon Corporation
Syngenta
Valent U.S.A. LLC
Vive Crop Protection
Willowood USA

96 member organizations in 2014 – we have done little member outreach since that time, but were disappointed when RISE stepped down and CSPA (now HCPA) would not join.

Background

- The National Stakeholder Team for Pesticide Safety Education Program Funding (nst-psep.net), is an independent team of stakeholders formed in 2012 to strengthen and support the 50 state Land-Grant University Pesticide Safety Education Programs (PSEPs).
- The team has grown to include 100 organizations, with various workgroups established over the years to evaluate different ideas to advance this goal, at the national, state, and university levels.
- Significant work and analysis has also occurred beyond the team, by 24 state advisory committees and 24 state stakeholder teams originally established as a requirement of 3-year contracts to pursue this goal.
- The objective of this presentation is to review the successes and continued challenges to the goal of achieving 50 robust state PSEPS engaged in public-sector education of pesticide users.

Team 'Statements'/Guidance

- The Critical Need for IPM Support of Pesticide Safety Education (Nov. 2013)
- Use of EPA Supplemental Environmental Projects (SEPs) in Support of Pesticide Safety Education (April 2014)
- Effective PSEPs - Mission, Need, Requirements, Target Audiences, Goals, and Key Activities (July 2014)
- Legislative Action At The State Level To Support PSEP (Aug. 2014)
- The Value of Robust PSEPs (Nov. 2014)
- Teaching Consumers to Use Pesticides Safely – A Mission of PSEPs (Jan. 2015)
- Guidance for State Lead Agencies, University PSEPs, and University/Agency Administrators (Feb. 2018)

Workgroups Have Had Pivotal Roles

Federal Workgroup

State Workgroup

University Workgroup

SLA Support for PSEP/Brainstorming Workgroup

IPM Workgroup

Priority Resource Development Workgroup

PSEP Proposal Evaluation Workgroups (annual)

National Pesticide Safety Education Month Workgroup

Adopt-A-PSEP Workgroup

Consumer Workgroup

Survey Workgroup

Non-Government Workgroup...proposal that led to...

The Pesticide Safety Education Program Improvement and Modernization Initiative 2014-16 ('PSEP-IMI')

Steering committee composed of 10 members of the National Stakeholder Team, representing AAPSE, AAPCO, ASPCRO, CLA, Extension, USDA, EPA, and 3 of the funding registrants

Funding provided by 8 registrants

Over \$1.8MM committed by PSEP-IMI to strengthen 25 of the most at-risk Pesticide Safety Education Programs - 'Goal 1'

Also established the PSEP-IMI Resources Website, and offered funding for a) resource development, b) resource enhancement, and c) assessment of adequacy of pesticide safety education content in non-PSEP category recertification classes

'Goal 1' – The Pursuit of Strong and More Sustainable PSEPS

This has been the largest initiative of the Team, with many Team members involved (50-70 per year since 2014).

The National Stakeholder Team has been a primary provider of guidance for 'Goal 1' states through national conferences, written documents, etc.

State Advisory Committees and State Stakeholder Teams have had critical and often pivotal roles in 24 'Goal 1' states that pursued 3-year contracts requiring:

- Business plan development (years 1-3)
- A stakeholder team established in year 1, with quarterly meetings (e.g. teleconferences) once formed
- An assessment of state laws and university policies that impact funding opportunities (year 1)
- An assessment of legislative and other funding opportunities (years 1-3)
- An assessment of the PSEP's current or potential use of on-line (including webinars) and distance education (years 2-3)

Goal 1 States Explored Sustainable and Supplemental Funding Opportunities

PRIA – New Product and Maintenance Fees
EPA/USDA/State Line Items
EPA/State Supplemental Environmental Projects (SEPs)
Federal/State Pesticide Fines
State Lead Agency Support
State Pesticide Registration Fees
State General Fund
Unique State Funds
Fees for Classes and Manuals
Training, Certification and License fees
IPM Grants from EPA, USDA-NIFA, and Regional IPM Centers
University Overhead Caps
NGO support
Commodity Check-offs
Contracts, Gifts, Endowments
Other funding ideas/sources...

Welcome to the PSEP-IMI Resources Website:

The Pesticide Safety Education Program Improvement and Modernization Initiative (PSEP-IMI) application created to strengthen Land Grant University Pesticide Safety Education Programs (PSEP).

[Request access »](#)

- PSEP-only access to the website
- Contributors establish conditions of use
- Contributions mainly from PSEPs but also others (e.g. NAAA)
- Registrants, associations, and others also invited to contribute by funding projects in the National Stakeholder Team's Requests for Proposals (RFPs)...

National Stakeholder Team's Requests for Proposals

- Ongoing list of resources desired by PSEPs
- Sponsors then offer to fund specific resources
- PSEPs voluntarily apply to develop funded resources
- Each year a new workgroup of PSEPs select applications for funding:
 - *Research on Using Modern Technology to Decontaminate Pesticide-Exposed Clothing*
 - *High Quality 5 Minute Videos for Pesticide Safety, in 4 languages*
 - *Simplified, Easier to Understand Calibration/Proper Procedures for Calibration*
 - *Drift Reduction Education: For Professional Urban Pesticide Applicators and Extension Educators*
 - *Bilingual Training Materials: For Non-Certified Pesticide Applicators Who May Apply Pesticides Under the Supervision of a Certified Pesticide Applicator*
 - *Protecting sensitive areas including water, pollinators, and wildlife when using treated seed*
 - *Focus on Safety/A deeper discussion than the core manual, and covering category-specific information for 1) structural, 2) turf, and 3) ag.*
- Work products go to PSEP-IMI website **for use by PSEPs within their state** (by the PSEP and its not-for-profit partners in Extension and the SLA)
- Reasonable fees may be charged by the PSEP to recoup costs of customization, production, distribution, and/or use

SLA Support for PSEP/Brainstorming Workgroup

Produced 'Guidance for State Lead Agencies, University Pesticide Safety Education Programs, and University/Agency Administrators' *containing:*

- Foundational education and cooperation goals necessary for University Extension and Pesticide Regulatory Agencies to build a strong PSEP
- Ways that State Lead Agencies currently support their PSEPs
- Ways some states have directed a portion of state pesticide registration fees to the PSEP, common challenges to this approach in other states, and ways to enhance the probability of success...

Common Challenges to Achieving a Pesticide Registration Fee Increase Directed to the PSEP

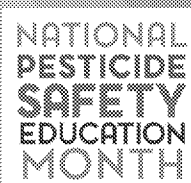
- Lack of 1 or 2 committed SLA champions to spearhead the effort
- Concerns that a fee increase cannot be directed to the PSEP (often based on perception rather than fact)
- Opposition by stakeholders who believe the cost will be passed down to their members, who do not recognize any positive impact for their members, or who view the PSEP as a competitor with their own educational efforts/earnings
- Opposition by product registrants who believe funds will be diverted into extension programs that have little to do with pesticide safety education, or largely lost to university overhead
- Legislators who view the increased fees as a tax on their residents
- SLAs that believe the PSEP will not deliver agreed-upon work products

Ways to Enhance the Probability of Success When Pursuing a Pesticide Registration Fee Increase Directed to the PSEP

- Committed individuals from the SLA and university
- Early discussions with the individual(s) in the SLA and/or university that interface with lobbyists
- PSEP value discussions with key stakeholders
- Identification of *supportive individuals* in key stakeholder groups
- Preparation for any expected pushback
- Legislative language with no loopholes
- SLA/university MOU (Memorandum of Understanding) that:
 - ensures low/no university overhead
 - requires the completion of specific tasks

National Pesticide Safety Education Month

- Purpose is to reinforce core principles of safe pesticide use with many audiences and raise awareness of and support for PSEPs
- Publicized by organizations on and beyond the team
WSSA, APS, ESA, NASDA, NACAA, NACD, Regional IPM Centers, etc.
- Web presence donated by the Pesticide Environmental Stewardship (PES) website in 2018 and 2019
- 2019 government sponsors are EPA and USDA-NIFA
- Non-government sponsorship via the team's 'Adopt-A-PSEP' initiative...



Adopt-A-PSEP

No/very low overhead, small gifts impact state-specific needs, easy process

- Process guarantees no or very low overhead/indirects taken by university
- Unrestricted gifts promote public-sector education of any audience(s) of pesticide users (ag/specialty/consumer/etc.)
- Adopt-A-PSEP workgroup provides list of participating PSEPs, required language in sponsor's letter and on check, and W-9 form for the adopted PSEP(s)

Adopt-A-PSEP' Sponsorship Levels:

- ***Diamond*** – Support 4 or more PSEPs at \$5K/PSEP
- ***Platinum*** – Support 3 PSEPs at \$5K/PSEP
- ***Gold*** – Support 2 PSEPs at \$5K/PSEP
- ***Silver*** – Support 1 PSEP at \$5K
- ***Bronze*** – Support 1 PSEP with non-cash contributions

Other uses of Adopt-A-PSEP are being considered.

IPM Workgroup

- First critical need was to propose edits to the National Roadmap for IPM, formally recognizing pesticide safety education as a key component of IPM (complete - new Roadmap - Sept. 2018)
- Now prioritizing the 24 recommendations in the Team's 2013 IPM Statement, before developing next steps for the workgroup, the steering committee, and other team members
- Also prioritizing the action steps from the First National Dialogue* on the Team's IPM Statement (2015), before developing next steps

*AAPCO, AAPSE, ASCPRO, ECOP, EPA BPPD, EPA FEAD, ESCOP, USDA NIFA, USDA OPMP

The objective is to make pesticide safety education an integral part of IPM programs, guidelines, grants, and educational outreach that are intended to minimize pesticide risks to human health and the environment. This would make IPM a key influencer in advancing pesticide safety education as an essential element of the chemical component of IPM.

Success Stories in the Pursuit of Stronger, More Sustainable PSEPS

Thirteen of the 24 states that pursued 'Goal 1' contracts have made very significant progress* in strengthening their programs:

- In-Person Training – 8 states
- Existing SLA or environmental fees/funds – 7 states
- On-Line Training – 6 states
- Publication Sales – 5 states
- State-Level Legislative Action/Pesticide Registration Fee Increases – 4 states
- University Support – 4 states

Also, strategic plans, transparent budgets, engaged stakeholders...

The same solutions do NOT work everywhere, and success is not related to number or type of certified applicators.

Committed individuals have had the greatest impact – in the PSEP, in the University Administration, in the State Lead Agency...

**More details on the National Stakeholder Team's website, as reported in full team meetings in 2017-18, and also available upon request.*

The Problem with the Current State of PRIA, EPA Discretionary Funds, and USDA Competitive Grants, as PSEP 'Base' Support

The funding requires the capacity to apply – *USDA Competitive Grants*

The funding is often low – *PRIA, EPA Discretionary Funds*

The funding is not consistent –

EPA Discretionary Funds, USDA Competitive Grants

The funding is often reduced significantly due to 'funding management and oversight' costs –

PRIA, EPA Discretionary Funds, USDA Competitive Grants

The funding is often subject to significant university 'overhead' –

PRIA, EPA Discretionary Funds, USDA Competitive Grants

The funding does not build stable, base capacity –

PRIA, EPA Discretionary Funds, USDA Competitive Grants

In some states, the 'PSEP' now appears and disappears depending on the availability of PRIA and EPA discretionary funding, creating inefficiencies and compounding short- and long-term challenges.

What We Know

Pesticide safety education needs are increasing.

Robust PSEPs have diverse educational impacts.

There is no one correct model for strengthening a PSEP.

More significant, efficient, and dependable PSEP support is needed, that ensures base capacity in every state. (A proposal will be coming from the team.)

Attaining strong PSEPs throughout the United States should be a high priority for the pesticide industry, for land-grant university Extension programs, and for State Regulatory Agencies.

New Members Always Welcome!

NSTPSEP

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National Stakeholder Team for Pesticide Safety Education Program (PSEP) Funding

"INFORMATION AND EDUCATION.—The (EPA) Administrator shall, in cooperation with the Secretary of Agriculture, use the services of the cooperative State extension services to inform and educate pesticide users about accepted uses and other regulations made under this Act."
FIFRA Section 29(2)(c)

The National Stakeholder Team for PSEP Funding was formed in October 2012 to strengthen and support the 50 state Land-Grant University Pesticide Safety Education Programs, after EPA reduced funding to the programs to \$500K/year.

The founding objectives of the National Stakeholder Team are to:

- Establish a permanent source of federal funding for PSEP in every state and territory
- Determine the potential for additional support through state and territory pesticide product registration fees, enforcement fines and more
- Explore ways for stakeholders to provide unrestricted gifts, grants and endowments to support PSEP
- Promote awareness of PSEP and the importance of program funding

nst-psep.net

Questions?

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Current Steering Committee of the National Stakeholder Team for PSEP Funding (nst-psep.net)